



TRADE FAIR CERTIFICATION PROGRAM APPLICATION

U.S. Department of Commerce* International Trade Administration* U.S. and Foreign Commercial Service
*Export Promotion Services

Refer to *Federal Register*, Vol. 58, No. 82, April 30, 1993

Applicant, Please type Information requested On company letterhead and mail 4 complete sets of your application to

TRADE FAIR CERTIFICATION PROGRAM

U.S. Department of Commerce, H-2116
14th Street & Constitution Avenue, N.W.
Washington, D.C. 20230

Questions regarding this form or the Trade Fair Certification Program should be directed to-

Manager
Trade Fair Certification Program
U.S. Department Of Commerce, H-2116
Tel: (202) 482-2625
Fax (202) 482-0115

1. Name of fair.
2. Site of fair.
3. Dates of fair.
4. Name, address, and Phone number of organization requesting certification.
5. Name, address, and phone number of U.S. contact, if different from item number 4.
6. Names of U.S. and foreign sponsor(s), e.g., trade associations, foreign governments, etc.
7. Basic history or description of show. Applicant must demonstrate fair is a good export promotion Vehicle for subject industry. Include copies of previous show promotion materials, supporting statements from U.S. Industry etc.
8. Resume of show organizer's and, if possible, U.S. agents trade show experience.
9. Number of U.S. exhibitors applicant will recruit. Outline Promotional campaign to be conducted In the U.S. to attract U.S. exhibitors. Also provide a brief marketing plan for specifically attracting new-to-market and new-to-export U.S. firms.
10. If required, will organizer agree to develop a U.S. Pavilion and provide a furnished booth for the U.S. embassy's Business Information Office (BIO)?
11. Number of exhibitors (U.S. and others) expected at the fair.

12. Number of visitors expected at the fair.
13. Gross area of fair (sq feet or sq meter). Net area for exhibit space. Net area that will comprise U.S. pavilion, if one is required.
14. Exhibit rates and services to be provided. Outline costs for additional optional services.
15. Admission fees for show visitors (if applicable).
16. Description of technical/seminar program (if applicable).
17. Specify product categories within this fair.
18. Audience profile of potential foreign customers (target countries, Industries, profession or technical level).
19. Outline promotional campaign to be conducted in foreign markets to attract buyers, agents, and distributors. What specific market promotion will be done overseas on behalf of U.S. participants?
20. Submit samples of promotional material to be used to attract prospective exhibitors and to end-users overseas such as multi-lingual promotional literature.
21. Provide proof, in English, that space has been leased by either (1) a copy of space contract or (2) letters clearly demonstrating an offer of specific exhibition space by the owner of the facility and acceptance on your part of the terms of this offer.
22. Outline the specific support services the applicant requests, from the Department of Commerce in the U.S. and overseas.
23. Acknowledge that if the certification is granted, applicant will contribute \$1,500 (NO-REFUNDABLE) to the DOC to cover general expenses by the DOC on behalf of this application review and specific support services in the field on behalf of this project.

APPLICANT MUST TYPE THE FOLLOWING ON APPLICATION AND SIGN THE TOP LINE

The above information is correct and the applicant will abide by the terms set forth in the criteria and conditions as set forth in the *Federal Register*, Vol. 58, No. 82, April 30, 1993.

Applicant Signature	Printed Name/Title	Date
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U.S. Agent (if applicable)	Printed Name/Title	Date
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Approved by the Department of Commerce

Name	Title	Date
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This report is authorized by law (15 U.S.C. 1512 et seq., 15 U.S.C. 171 et seq.).

Certification of overseas trade fairs not be considered unless a complete application has been received. Except to the extent required by law, no information of proprietary nature reported on this form will be disclosed without the prior consent of the relevant firm.

Public reporting for this collection of information is estimated to be 10 hours per response, including the time for reviewing instructions, and completing and reviewing the collection of information. All responses to this collection of information are voluntary, and will be provided confidentially to the extent allowed by law. Notwithstanding any other provision of law, -no person is required to respond to nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of Information displays a current valid COB Control Number. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Reports Clearance Officer International Trade Administration, Department of Commerce, Room 4001, 14th and Constitution Avenue, N.W., Washington, D.C. 20230.

HOW TO APPLY FOR TRADE FAIR CERTIFICATION

Eligibility

Trade associations, trade fair authorities/operators, U.S. show organizers, AMCHAMS, U.S. agents of overseas fair organizers, and other private sector entities that organize and manage international fairs overseas are eligible to seek certification to organize a U.S. pavilion. Organizers must have a U.S. office and experience in organizing trade shows, trade missions, or similar activities to qualify for certification. No financial assistance is provided to organizers or exhibitors under the Trade Fair Certification Program. However, individual state development agencies may have programs providing financial assistance to organizers and U.S. firms from their state to help them exhibit overseas.

Procedures

The *Federal Register* of April 30, 1993, Vol. 58 No. 82, provides detailed information concerning the operation of certified trade shows. An application is on the previous page. Qualified show organizers can obtain the *Federal Register notice* and a two page information flyer on the program from the Program Manager.

Where to Apply

Send your application to:

Donald Huber, Program Manager
Trade Fair Certification Program
U- S. Department of Commerce, H-2116
14th Street & Constitution Avenue, N.W.
Washington, D.C. 20230

Tel: (202) 482-2525

Applicants should respond to the application questions on company letterhead with as much information as necessary to address the 23 points in the application. Submit 4 sets of your application responses and supporting materials to the address shown above 8 months in advance of the show opening date. Organizer's are welcome to discuss any of the questions or other aspects of the program with the TFC Staff prior to submission. Applications must include proof from the fair owner/authority that space for a U.S. exhibitor pavilion has been contracted for. The \$1,500 contribution is generally not refundable if the organizer decides to cancel recruitment or other participation.

The number of shows that the Department of Commerce (DOC) can certify in any year and the number per industry and overseas location depends on the number of competing shows and staff resources. DOC reserves the right not to certify a show if it feels the organizer is not qualified and to certify more than one organizer for a show if the circumstances warrant this type of unified U.S. presence at the show. First year shows are generally not certified. The applicant/organizer should be aware that the TFC program does not include direct exhibitor recruitment or sales solicitation by DOC staff, but does include mailing, press release, and other notification to support a range of potential exhibitors or show visitors. De-certification, if necessary, is at the discretion of the Department of Commerce and the \$1,500 contribution is not refunded if this action becomes necessary.